

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie Carmichael, et al. Art Unit : 2173  
Serial No.: 09/638,304 Examiner : Raymond Bayerl  
Filed : August 14, 2000  
Title : SYSTEM AND METHOD FOR IMMERSIVE ADVERTISING

**MAIL STOP PETITIONS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RENEWED PETITION UNDER 37 CFR §1.137(b)

Sir:

This is in response to the Decision on Petition mailed  
October 23, 2006.

The undersigned continues to believe that under the  
circumstances, the actions of the petitioner were done using the  
amount of care and diligence that was generally observed by the  
prudent and careful person in response to their most important  
business. However, it is also noted that a 137(b) petition is  
also appropriate, since the same set of facts set forth and  
declared previously, also support unintentional abandonment.

Accordingly, Applicants herewith renew this petition, but  
this time under Rule 137(b).

The reply to the outstanding office action was previously  
filed on August 10, 2006 along with the petition for revival  
filed on that date.

The Rule 17(m) petition fee of \$750 (small entity) is also paid herewith.

The entire delay in filing the required reply from the due date until the filing of a grantable petition was unintentional.

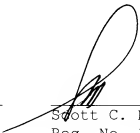
No terminal disclaimer is believed necessary under rule 20(d).

Revival of the above-referenced application is respectfully requested.

Please apply the \$750 petition fee, and any other applicable charges or credits, to Deposit Account No. 06-1050.

Respectfully submitted,

Date: December 21, 2006



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